

APPROVED: Meeting No. 07-96

ATTEST: *Paula S. Jewell*

MAYOR AND COUNCIL  
ROCKVILLE, MARYLAND  
Meeting No. 05-96

February 5, 1996

The Mayor and Council of Rockville, Maryland, convened in Worksession in the Council Chamber, Rockville City Hall, 111 Maryland Avenue, Rockville, Maryland, on February 5, 1996 at 7:08 p.m.

PRESENT

Mayor Rose G. Krasnow

Councilmember Robert E. Dorsey

Councilmember James T. Marrinan

Councilmember Glennon J. Harrison

Councilmember Robert J. Wright

In attendance: Acting City Manager Julia Novak, City Clerk Paula Jewell and City Attorney Paul Glasgow.

Re: Worksession with Economic  
Development Council (EDC)

The Mayor and Council met with EDC Chair Richard Stoner and Council members Robert Cressy, David Saltz, Harriet Margolis, Rory Coakley, and Michiko Hayhurst. Also in attendance were Bernie Fitzgerald, Real Estate Specialist, and Neal Herst, Community Development Director.

Mr. Stoner referenced the Economic Development plan, "Road Map to Success - Fiscal Year 1996". Mr. Herst then presented an overview of the Economic Development Division which performs business retention and many other services to

businesses. He pointed out the newly published "Rockville Business Guide," and he said that the Division also distributed Welcome to Rockville Packages; in 1995, 112 new business came to Rockville. The Division also conducts visits to local businesses along with the Mayor and Council and the Chamber of Commerce. The Economic Division created the first Community Development Report which is produced quarterly. Other activities of the Division include working with focus groups and working with new prospects who are looking for office space in the City. Councilmember Wright asked how many businesses leave the City annually. While this information was not immediately known, staff was asked to provide any data available. Councilmember Wright suggested that staff sit down and talk with those businesses to determine why they leave. Mr. Stoner said that the number of businesses leaving was not as important as the number of employers and employees that are lost when a business leaves.

The Mayor and Council then discussed the Economic Development Report and some of the strategies outlined therein. Regarding Strategy Number One, the Mayor and Council agreed that the City should serve as a facilitator for connecting businesses with information they need. Mayor Krasnow noted that the City's new electronic bulletin board and home page would be valuable tools for such facilitating information. Regarding Strategy Number Two, the Mayor and Council discussed what was the best way to promote new business development and encourage existing businesses by reviewing ordinances and processes of the City in order to simplify procedures and avoid undue

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regulations. Mr. Stoner suggested that these recommendations could come from the focus groups. Mr. Herst noted that the customer survey program, which gave valuable insight to the way people were thinking, would also be helpful. However, he said that the average person did not fill out the survey card. Councilmember Marrinan suggested that staff at the Community Development front desk could encourage persons to complete the survey cards. Mr. Coakley said that the City's inspectors could also distribute survey cards. Councilmember Wright suggested that the ten percent expected survey response rate might be too high an objective.

Regarding Strategy Number Three, to facilitate business development and expansion by maintaining a list of vacant properties for appropriate reference, the Mayor and Council agreed that this idea needed to be more aggressively marketed in order to reach up to the quantifiable goal of 50+ requests. Councilmember Wright suggested that the vacant space list updated information could be put on the City's home page in the event the vacant space list report was discontinued.

The Mayor and Council agreed on the following points:

- The City's commercial base needs to be higher than the residential base.
- The City needs to be more proactive (e.g., calling prospects.
- The business site visits are one of the most important programs the City participates in; however a more structured agenda for each event might be useful to the Mayor and Council.

- The City needs to focus on courting other business into Rockville, for example, by exhibiting at Biotech Industry Conventions and getting a list of the people that visit the exhibit booth in order to follow-up with prospects.
- The EDC should also make a greater effort to reach out to computer/telecommunication industries. Mr. Stoner suggested that the City should take advantage of any incentives from the State in order to market certain growing industries (e.g., the communications industries).
- The sponsoring of regular seminars on contracting with the City are also valuable tools for attracting businesses.
- The City needs to coordinate regularly with the County, State and the State to make sure that they know Rockville exists!

The Mayor and Council agreed that a Resolution adopting the Economic Development Council Plan would be useful. The Resolution should also state the Mayor and Council's goal for maintaining the commercial tax base at a minimum of fifty percent. Mayor Krasnow suggested that the members of the Council identify any other strategies listed in the report and provide specific comments on the plan to staff.

The Worksession with the Economic Development Council adjourned at 8:01 p.m.

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Re: Worksession with Science,  
Technology, and Environment  
Commission

The Mayor and Council met with Chairman Robert Mangold and commission members Hala Jarrar, Charles Haine, Eugene Russin, and Nathaniel Woodrick. Also in attendance was Ted Davis, Water Plant Superintend. Mr. Mangold gave an overview of the Science, Technology and Environment Commission's 1995 initiatives and proposals for 1996. Some of the commissions initiatives in 1995 were:

- They were a major player in the Rockville Science Consortium and Science Day Activities
- They continued their Science for Citizens Lecture Series and are looking to get these televised on Cable
- They reviewed a proposal on the Cabin John Water Shed Plan
- They submitted a proposal on sustainable development for Rockville
- Participated in Montgomery County School Science Fairs
- Provided feedback on Rockville Town Center Project
- Commented to City staff on the monopole issue.

Mayor Krasnow said that the Mayor and Council would like the Commission to interact on a variety of issues for example the King Farm, other telecommunication issues, the Stream Valley Restoration Project, and the light rail issue.

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Re: Sustainable Development for  
Rockville

Mr. Mangold explained the concept of sustainable development. He said that the Commission was proposing that Rockville develop a set of sustainable development indicators or quality of life indicators to evaluate if the City was moving towards or away the goal of sustainability. He said that the indicators would be developed through the use of a citizens task force that would solicit input from all sectors of the City's society. Mr. Mangold described some aspects of sustainable development that the City of Seattle Washington had developed. Mayor Krasnow noted that it was shown that the City of Seattle was not moving toward long term sustainability, and she said while the City of Seattle may have had some control over many of the aspects, the City of Rockville would not. As an example, she noted that the City had no control over what happened north of the King Farm. Mr. Mangold agreed and said that the City would have to work closely with the County on its sustainability program. Mr. Woodrick added that the City would have to at least identify those issues that it did not have control over and citizens would have to play a role in understanding what those issues were.

Councilmember Harrison said that there was a need to talk about visioning which should be done first before measurements were developed. He said that there were many issues beyond the City's control, for example the school system. If one could sit down and establish a common understanding about where to go in the future, one would need less indicators than actual goals. Mr. Mangold said that clearly goals and

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measurable indicators were needed and it was possible that only the terminology was different. Mayor Krasnow questioned whether or not the City's Goals Report could be used as a start. She said that she was fascinated with the visioning process and that it was not always easy to pull residents together and get them involved. Mr. Mangold said that one could not use traditional ways to gain citizen input; the Mayor and Council would have to meet residents one-on-one, neighbor to neighbor.

Councilmember Marrinan asked about the timetable for developing a sustainability process. He said that he was concerned about the burden this process would place on staff and staff resources. Mr. Mangold pointed out that the process would take at least one and half years.

Ms. Novak talked about the impact on staff; she suggested that staff could look to the National Civic League which had a model process for sustainability planning. She also suggested that an outside facilitator could be brought in which could prove beneficial, although costly. Councilmember Wright said that he concern about getting people to participate. Ms. Novak said that the Mayor and Council will find that some people will want to participate in the process, and the Mayor and Council would have to concentrate and focus their efforts to that group of people. Councilmember Harrison agreed that there would be a need to get a large group of participants to reflect all of the different ethnic groups and the City of Rockville as a changing community. Mayor Krasnow referenced the Scottsdale, Arizona plan which developed a vision and developed

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plans for accomplishing goals and she suggested that there may be alternate ways to accomplish the goals that are set out. The financial and time applications will however be an issue and Mayor Krasnow concluded that there was some interest on the Mayor and Council's part, however such a process will take some time.

The Mayor suggested a second Worksession with the Science, Technology, Environment and Commission in the near future. Councilmember Dorsey pointed out that the Mayor and Council represented City residents, and he suggested that the Commission start promoting the idea of the sustainability proposal to see how residents felt about the process. Mr. Mangold suggested that Mayor Krasnow call Mayors of other cities who have gone through the process.

Councilmember Wright said thought needed to be given about how to package the process. He encouraged the Commission to find a way to put the concept across to the citizens, especially in understanding the word "sustainability". Ms. Jarrar said that certain issues would be more attractive to residents and she suggested that Rockville Reports be used to gauge how citizens felt and to get their input and ideas on sustainability issues. Mayor Krasnow suggested that the information could be incorporated into citizens survey. She also suggested that the Human Needs and Services Advisory Task Force Report, which was due out soon, may offer some guidance in terms of where the City needs to move toward sustainability in the future.



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Mr. Woodrick said that the Commission was also looking at other issues, e.g., areas for funding and making students and others aware how science affects their lives. He also said that new technology and satellite technology was being looked at for how it can improve operations and the quality of life in the City.

The Worksession with the Science, Technology and Environment  
Commission adjourned at 8:50 p.m.

Re: Worksession on Storm Water  
Management (SWM)

The Mayor and Council met with Director of Public Works Bob Goodin, Public Information Officer Don Vandrey, Senior Civil Engineer Susan Straus, and Senior Engineer Tony Obeed. Ms. Straus gave an overview of the storm water management plan for the benefit of the new Council. She presented in detail, an outline of the concept of stormwater management and its impact. Ms. Straus also explained water quality and quantity control and gave a comparison of the City's laws in conjunction with the laws of Montgomery County and the State of Maryland. Ms. Straus presented an overview of the three watersheds in Rockville: (a) Cabin John Watershed, (b) Rock Creek Watershed, and (c) Watts Branch Watershed, and she spoke about the implementation of SWM procedures.

Ms. Straus discussed the Cabin John Watershed Study and explained the Council of Governments (COG) and the City's recommendations for stormwater management facilities. Staff reviewed COG's recommendations and in developing its own

list of recommended projects, identified 13 projects. One retrofit project for Locks Pond Court was completed in the summer of 1995 and to date, three other projects have been bid out: Mt. Vernon, Hungerford, and Potomac Woods East. Staff is looking for the Mayor and Council's endorsement of the process.

Concern has been expressed about building a storm water management facility in Montrose Park. Trees will be lost, and there is an issue about the close proximity of the town houses in relation to the facility. Ms. Strauss was asked to provide Councilmember Harrison with information regarding the amount of acreage the project would involve.

Staff was asked to provide the Mayor and Council with a synopsis of how much funding is in the Storm Water Management Fund; how much is spent on maintenance, and how long money in the fund will last. The Mayor and Council would also like a list of those projects staff felt were most vital. Staff was instructed to schedule adoption of the Cabin John Watershed Management Plan at a future General Session.

Re: Adjournment

There being no further business to come before the Mayor and Council, the Worksession was adjourned at 10:13 p.m.